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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION UNITED STATES DEPARTMENT OF AGRICULTURE

November 2, 1945

No. 135

HIGHLIGHTS FROM THE FAO CONFERENCE . . . The FAO Conference in Quebec ended on an optimistic note November 1. Sir John Boyd Orr of Scotland, who is to be FAO's first Director General for a term ending December 31, 1947, said at his first press conference as such that FAO is the world's answer to the atomic bomb. (Copies of his first press conference are available from the Office of Information) Washington was chosen as the temporary seat of FAO, the permanent seat to be that chosen for the United Nations Organization.

Forty-two countries are now members of FAO, the latest to join being Syria, Lebanon, Yugoslavia, Uruguay, and Paraguay. The Russian delegates at the Conference attended only as observers. The head of that delegation reported that U.S.S.R. feels that the organizational forms of FAO still require study and that it must consult with some of its Republics about the matter.

Howard R. Tolley, Chief of BAE, who was elected as one of a 15-member Executive Committee for a three-year term, was made vice chairman of the group. Andre Mayer of France was made chairman. This committee is to be a continuing body with one-third of its members changed each year. Biographical facts about Director General Orr will be distributed by USDA soon. You may secure copies from the Office of Information.

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NCB PLANS FARM SHOW. . . . The new North Central Broadcasting System is planning a farm show beginning January 12. John W. Boler of that network met with Ralph Fulghum of Extension Service and John Baker, new Chief of USDA's Radio Service, recently to discuss it with them. He is asking the cooperation of Extension Service in arranging for interviews with farm people, Extension specialists, 4-H members, and in other ways. Arrangements are being made for special statement by Secretary Anderson for the program. The new network has about 72 stations in 12 States, Minn., S. Dak., Nebr., Kans., Iowa, Ill., Ind., Mo., N. Dak. Wisc., Mich., and Mont. Sixty of the stations expect to carry the farm show 6 days a week from 6 to 7 a.m. Most of the programs will likely originate in Minneapolis but can be picked up from several points.

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AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . Oct. 29, the House rejected the conference report on a bill to discontinue land-grant freight rates and establish a veterans' farm purchase program. Oct. 30, the House Appropriations Committee reported a bill appropriating \$550,000,000 additional for UNRRA; the House received from the President an appropriation estimate of \$577,500 for FAO.

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The limelight will be thrown on 4-H Club Members on this their 4-H ACHIEVEMENT WEEK, by Ass't Sec. Brannan on Nat'l Farm and Home Hour, Nov. 3, 1:00 p.m., NBC.

VICTORY LOAN FILMS. . . . The War Finance Division of Treasury Department reports that because of USDA's cooperation in distributing the 16 mm. films furnished by that Department to boost the Victory Loan Drive, it was necessary to increase their estimates of such films from 40 to 50 percent. The names of the films were listed recently in the Calendar.

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FOODS ABUNDANT IN DECEMBER. . . . Turkey (heavy toms) and chicken head the list of plentiful foods for December. There will also be an abundance of carrots, cabbage, and white potatoes, with topped beets in heavy supply in most large markets of the Midwest and Northeast during November and December. Beet production in New Jersey and Pennsylvania is about 10 percent higher than last year. More beets will be marketed fresh as processing outlets in the Midwest are down compared with 1944. Fairly liberal supplies of Southern green snap beans will be available in the principal markets during December.

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TIMELY FARM TOPICS SURVEY. . . . A survey was recently conducted by USDA's Radio Service and the Extension Information Division to get suggestions from county agents and radio stations on how to make Timely Farm Topics platters more usable and effective. The results of the survey are contained in a 16-page processed report entitled "Timely Farm Topics, Summary and Analysis of Questionnaires Returned by Stations and County Agents who are Handling and Using the Service." Copies can be secured from Radio Service. The conclusions and recommendations covering four pages of the report were prepared by Ken. Gapen, Western Radio Advisor on temporary assignment in Washington.

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"FARM OPPORTUNITIES IN THE UNITED STATES, Outlook, Problems, Policies" is the title of a 129 page report just off the press. It was prepared by the Land Settlement Work Group of the Interbureau Committee on Post-war Agricultural Programs. The subject is covered under these general headings: General summary and recommendations, outlook for farming, some estimates of extent of farm opportunities, general location and character of farm opportunities, land settlement experience, and public policies directly related farming opportunities. A 22-page version of this report was released some time ago. Either report may be obtained from the Office of Information.

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NEXT PLATTER CUTTING. . . . "This trip was necessary," is the subject of a discussion by D. F. Fisher for one side of a platter planned for cutting November 8. Mr. Fisher is in charge of investigations on handling transportation and storage of fruits and vegetables for ARA. He will explain how research on food transportation helps the farmer and the city housewife. N. E. Dodd, Director of the Field Service Branch, PMA, will tell about the 1946 conservation program on the other side of the platter.

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RECENT USDA PUBLICATIONS. . . . What's Your Future?, a Guide for USDA Employees' Career Development, Admin. Series No. 5, 8 p.; Price Spreads Between Farmers and Consumers for Food Products, 1913-44, Misc. Pub. No. 576, 290 p.; Fattening Good and Common Grade Steers in Southeastern Coastal Plains, Tech. Bul. No. 904, 13 p.; Wages of Agricultural Labor in the United States, Tech. Bul. No. 895, 127 p.; Reaction of Small-Grain Varieties to Green Bug Attack, Tech. Bul. No. 901, 30 p.

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SECRETARY ANDERSON will speak at an agricultural-industry conference November 9 at Kansas State College, Manhattan.

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THE FARMER'S SHARE OF FOOD DOLLAR has exceeded the charges made for marketing their products only during World Wars I and II. He received about 40 cents of the consumer's food dollar for the pre-war years, 1935-39, as compared with 52 cents for 1943. These facts are brought out in a comprehensive study of farm-consumer price spreads just off the press. It is Misc. Pub. No. 576, 290 pages, "Price Spreads Between Farmers and Consumers for Food Products, 1913-44." It is planned to keep the study of marketing costs and price spreads up to date with annual supplements. A breakdown of marketing charges for the various farm products with possible ways for reducing the costs will be ready for release soon. The one on textiles is already out.

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ON THE RADIO NOVEMBER 10. . . . YOUR HOME AND GARDEN SHOW, "Common Mistakes in Selecting Ornamentals" will be discussed by Richard P. White, Executive Secretary of the American Nurseryman's Association, and the Moore-DuMars team. Ruth Van Deman will be on hand with something of special interest to housewives. . . . CONSUMER TIME will dramatize the story on saving land--the importance to the consumer of modern methods of soil conservation, how millions of acres of land have been saved or improved. NATIONAL FARM AND HOME HOUR, Dr. H. H. Bennett, Chief of SCS, will talk about world land use and conservation methods in the United States. He has just returned from the FAO Conference at Quebec.

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USDA RELEASE OF SPECIAL INTEREST. . . . Dr. Robt. D. Coghill, director of penicillin research, resigns from USDA--1996; War food order 73 terminated--2002; Postwar readjustment for the poultry industry--2021; H. C. Albin appointed Director of PMA Special Commodities Branch--2026; Oil order, WFO 35, terminated--2027. * * * * *

OTHER RELEASES OF AGRICULTURAL IMPORTANCE. . . . 52 miscellaneous food commodities exempted from price control as of 10/31/45--OPA-6004; Shellers ceiling prices for 1945 Virginia type raw peanuts to be same as for 1944 peanuts--OPA-T-3870; Establishing of "police force" to prevent fraud and graft in the disposal of surplus property announced by Surplus Property Administrator--SPA-121; Surplus government property with an acquisition value of more than 32 billion dollars expected to be declared by all agencies by June 1946--SPA-116.

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FARMERS GO TO POLLS at various times between now and December 15 to elect committeemen for administering the 1946 AAA programs. All cooperating farmers should be encouraged to attend the elections and vote for their choice. Besides alternates, about 90,000 community and 9,000 county committeemen are to be chosen. Pennsylvania completed its polling October 27.

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MOVIE DEVELOPMENTS. . . . Photography has been completed on a rural electrification movie called "Bob Marshall Comes Home." It depicts the return of Bob from the Navy to take over his father's farm and how he goes about electrifying it. Photography has been started on a movie about Bang's disease.

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